

APPLICANT'S ART CITATION (Use several sheets if necessary)		Application 09/808,538		OFGS File No. P/2293-14			
		Applicant Craig Mowry					
		Filing Date March 14, 2001		Group Art Unit 3622			
U.S. PATENT DOCUMENTS (not submitted for applications filed after 6/30/03)							
Examiner Initial	Document Number	Date MM-YYYY	Name	Class	Sub-class	Filing Date If Appropriate	
	US-7,236,969	06-2007	Skillen et al.				
	US-6,269,361	07-2001	Davis et al.				
	US-6,236,975	05-2001	Boe et al.				
	US-5,717,923	02-1998	Dedrick				
	US-2001/0042002 A1	11-2001	Koopersmith				
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FOREIGN PATENT DOCUMENTS							
	Document Number	Date MM-YYYY	Country	Class	Sub-class	Translation	
						Yes	No
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
		Encyclopedia of Library and Science, Volume 71, Allen Kent, pg. 156 (2002).					
		http://en.wikipedia.org/wiki/Keyword_advertising					
		http://news.cnet.com/Pay-for-replacement-gets-another-shot/2100-1023_3-208309.html					
Examiner		/Arthur Duran/		Date Considered 03/05/2009			
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.							